

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of delivering a page of an interactive printed periodical to a user on demand, wherein said page includes a plurality of coded tags, each tag being indicative of a page identity and of its own location on said page, said tags enabling a user to indicate a request for further information relating to contents of the periodical by interacting with an interactive element on said page.

said method including the steps of:

(a) a computer system determining allocating and recording at least one a unique page identity for said page in a computer system identifier;

(b) determining a page description for said page in said computer system, said page description comprising a description of graphical information on said page, and a description of said interactive element including a zone of said interactive element on said page;

(c) associating said page identity with said description of said interactive element;

(d) generating first dot data for said coded data using said page identity;

(e) generating second dot data for said graphical information using at least part of said page description; and

~~(b) associating a corresponding periodical document with the at least one identifier in the computer system; and~~

(ef) printing the document page onto a substrate using said first and second dot data, using on a printer networked with the computer system so as to produce the said printed page of said periodical,

wherein at least steps (a) and (b) are performed before printing said page.;

~~wherein the periodical includes a plurality of location-indicating tags that function in cooperation with user interactive elements of the periodical, thereby enabling a user to indicate a request for further information relating to contents of the periodical by interacting with the elements using a sensing device which is adapted to transmit data indicating the request to the computer system.~~

2. (Currently amended) A method as claimed in claim 1 wherein the ~~further graphical~~ information relates to editorial content.

3. (Currently amended) A method as claimed in claim 1 wherein the ~~further graphical~~ information relates to advertising material.

4. (Cancelled)

5. (Currently amended) A method as claimed claim 1, ~~wherein the periodical includes coded data indicative of an identity of the periodical and of the plurality of interactive elements and~~ wherein the method includes receiving, in the computer system, indicating data from ~~the a~~ sensing device regarding the identity of the periodical page and of a position of the sensing device relative to the periodical page in order to identify the periodical page and determine when the sensing device is used to interact with the elements.

6. (Currently amended) A method as claimed in claim 5, including receiving, in the computer system, movement data regarding movement of the sensing device relative to the periodical page.

7. (Currently amended) A method as claimed in claim 6, including the sensing device sensing its movement relative to the periodical page using the coded data, and identifying the response in the computer system from the movement being at least partially within a zone associated with the interactive elements.

8. (Currently amended) A method as claimed in claim ~~15~~, wherein the sensing device includes an identification code specific to a particular user and the method includes monitoring use of the sensing device in the computer system.

9.-10. (Cancelled)

11. (Currently amended) A method as claimed in claim ~~10-1~~ which includes printing the coded data to be substantially invisible in the visible spectrum.

12. (Currently amended) A method as claimed in claim ~~51~~, including retaining a retrievable record of the printed periodical page, in said computer system, the periodical being retrievable using the identity data as contained in the coded data.

13. (Currently amended) A method as claimed in claim 1, including distributing a plurality of periodicals using a mixture of multicast and pointcast communications protocols.

14. (Currently amended) A method as claimed claim 1, in which the periodical is printed on multiple pages ~~and in which the method includes binding the pages.~~

15.-29. (Cancelled)